

Message Text

UNCLASSIFIED

PAGE 01 MOSCOW 04038 251638Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----260653Z 104765 /23-12
R 251525Z MAR 77
FM AMEMBASSY MOSCOW
TO SECSTATE WASHDC 5538
INFO USDOC WASHDC

UNCLAS MOSCOW 4038

E.O. 11652: N/A
TAGS: BEXP
SUBJECT: JOHNSON AND JOHNSON BOARD MEMBER CALLS ON AMBASSADOR

USDOC FOR BEWT/TDAD(STECHSCHULTE)

1. RICHARD B. SELARS, CHAIRMAN OF FINANCE COMMITTEE
AND FORMER CHAIRMAN OF BOARD OF JOHNSON & JOHNSON CORPORATION,
CALLED ON AMBASSADOR MARCH 24 TO REPORT ON RESULTS OF WEEK-
LONG DISCUSSIONS HE AND OTHER TOP-LEVEL J&J EXECUTIVES HAD
BEEN HAVING WITH SOVIET MEDICAL AND FOREIGN TRADE AGENCIES.
SELLARS SAID THAT SOVIETS HAD EXPRESSED INTEREST FOR OVER 15
YEARS IN J&J TECHNOLOGY FOR PRODUCTION OF MEDICAL SUPPLIES
AND ACCESSORIES (ESPECIALLY SUTURES, LIGATURES, SYRINGES,
DISPOSABLE HOSPITAL GARMENTS, ETC., BUT THIS WAS FIRST TIME FIRM
HAD MADE ACTIVE EFFORT TO PURSUE MARKET POSSIBILITIES
IN USSR. SELLARS DESCRIBED VISIT AS AN EXPLORATORY VENTURE TO
ASSESS MARKET FOR J&J PRODUCTS AND TO PROVIDE
GRIST FOR POSSIBLE CORPORATE DECISION SERIOUSLY TO ATTEMPT TO
DO BUSINESS IN USSR. ALTHOUGH SELLARS SAID
THAT DISCUSSIONS HAD GONE WELL, HE WAS FAR FROM CONVINCED
THAT J&J SHOULD MAKE AN EFFORT TO SELL ITS PRODUCTS IN
SOVIET UNION. HE INDICATED THAT J&J, WITH ANNUAL SALES OF
\$2.5 BILLION IN 1976, WOULD TAKE ITS TIME IN DECIDING WHETHER
TO MAKE A MAJOR PUSH IN SOVIET UNION. IN SELLARS' VIEW, CHANCES
OF SUCCESS WERE GREATER WHEN "YOU ARE NOT DRIVING FOR
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MOSCOW 04038 251638Z

A BIG ORDER."

2. SELLARS SAID HE AND HIS COLLEAGUES HAD HAD CONVERSATIONS AT
SCST, MINISTRY OF HEALTH AND AT SEVERAL "FDA-TYPE" AGENCIES.
FROM THESE CONVERSATIONS IT HAD BECOME CLEAR THAT SOVIETS WERE
PRIMARILY INTERESTED IN PURCHASING PRODUCTION FACILITIES AND
TECHNOLOGY FOR SEVERAL ITEMS IN J&J PRODUCT LINE, RATHER THAN

PRODUCTS THEMSELVES. ALTHOUGH SELLARS WAS NOT SURPRISED AT THIS INITIAL APPROACH BY SOVIETS IN VIEW THEIR RELUCTANCE TO EXPEND LARGE AMOUNTS OF HARD CURRENCY FOR KINDS OF THINGS J&J PRODUCED, HE NEVERTHELESS HOPED THEY WOULD CONSIDER PURCHASING SOME J&J PRODUCTS OVER TIME SINCE FIRM HAD NO INTENTION OF LICENSING ITS TECHNOLOGY OR OF BUILDING A TURN-KEY PLANT IN USSR. THUS, ACCORDING TO SELLARS, J&J WAS READY TO LISTEN TO ANY PROPOSAL INVOLVING COMMERCIAL COOPERATION SHORT OF SALE OF FIRM'S TECHNOLOGY.

3. J& J STAGED ONE-DAY TECHNICAL SEMINAR AND PRODUCT DISPLAY AT U.S.-USSR TRADE AND ECONOMIC COUNCIL WHICH SELLARS SAID WAS ATTENDED BY NEARLY 75 SOVIET TECHNICIANS. COCKTAIL RECEPTION AT COUNCIL LATER, HOWEVER, DREW ONLY HANDFUL OF SOVIET GUESTS, DESPITE LONG LIST OF INVITEES.
MATLOCK

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 25-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977MOSCOW04038
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770104-0300
Format: TEL
From: MOSCOW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770322/aaaaaspq.tel
Line Count: 78
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 9139d0b1-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 01-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2997311
Secure: OPEN
Status: NATIVE
Subject: JOHNSON AND JOHNSON BOARD MEMBER CALLS ON AMBASSADOR USDOC FOR BEWT/TDAD(STECHSCHULTE)
TAGS: BEXP
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/9139d0b1-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009